

*Serving the more than 6,600 employees and residents on Arsenal Island*

# The Rock

December 2006

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# Holiday greeting

During the season that celebrates "Peace on Earth," many brave Americans are at war, fighting the forces of terror and tyranny. They serve thousands of miles away from their own loved ones, answering the call to duty for the sake of others they will never meet.

As we observe the Holiday season, let us make room in our hearts and minds for the thousands of dedicated American service members who will give us all a magnificent gift – the gift of laying their own lives on the line so that we can be free. It is a gift that is given willingly while asking for nothing in return – a gift that, too often, is simply taken for granted.

Remember too, our deployed civilians and contractors who support our armed forces. Many of them will

spend the Holidays in remote places, far from our celebrations, working long and hard at a time when they could be celebrating themselves. They have freely given of themselves and made many sacrifices, choosing selfless service.

We should thank all who protect our freedom; keep them foremost in our thoughts, pray for them, offer them our best wishes and unqualified support, and solemnly promise that we will never forget them.

The Holidays are also the season of hope, and I sincerely hope that the day will come when the entire world enjoys peace and freedom, and when our loyal Americans in uniform, who make peace and freedom possible, can come home for good. Until that hope is realized, I ask you to join me in wishing the very best to those who



**Maj. Gen. Jerome Johnson**

serve, and in hoping and praying for the success of their mission and their safe return.

May you and your family enjoy all the blessings that the Holiday Season has to offer, and may you have a happy, healthy and prosperous New Year.

## Preserving our archives

**By Jodean Rousey Murdock  
Rock Island Arsenal Museum**

One of the enduring tenets in the ideology of museum work is the long-range preservation of archives. Archives serve as a fundamental component to a historical institution by providing an understanding of its past and, subsequently, an appreciation of its present and future. Without archives, a museum's storyline is incomplete at best.

As museum professionals we are in a never ending quest for the best archival methods and latest innovations to ensure the safekeeping of our archival resources. Despite our best efforts, there will always be elements which pose potential risks for archives including element-induced deterioration, flood and fire. However, proper temperature and controlled relative humidity can slow deterioration; structurally sound buildings can withstand rain and minor flooding; and a correctly installed and maintained fire suppression system will protect a collection from total destruction.

During the planning for the new Rock Island Arsenal Museum's Resource Center that opened on August 21, the staff was introduced to a new and



exciting technology in fire suppression. Tyco's Ansul Sapphire Suppression System is a revolutionary, award-winning system that was introduced to American markets in 2004.

**See Archives on Page 9**

**The Rock** is an unofficial publication for members of the Rock Island Arsenal community. The views and opinions expressed are not necessarily those of the Garrison or the Department of the Army. The editorial content of **The Rock** is the responsibility of the Public Affairs Office, U.S. Army Garrison -- Rock Island Arsenal. Contributions to **The Rock** are welcome: Postal address: Garrison Manager, Rock Island Arsenal, RIA-PA, Rock Island, IL 61299-5000. E-mail address: Rock - RIA-PA@conus.army.mil. Phone: 309-782-1121. **The Rock** is available on-line at: [www.ria.army.mil](http://www.ria.army.mil).



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# Are you Army Strong?

The Army launched its new Army Strong advertising campaign over Veterans Day weekend. Many of you have probably already seen the video and some of the ads. I find the images and music inspiring and motivating.

The campaign focuses on the unique brand of strength of all U.S. Army Soldiers: active duty, Army Reserve and National Guard; a strength that is mental, emotional and physical. Although this campaign is focused on our military, we can apply Army Strong to our civilians and contractors as well.

After all, every one of us working here on Rock Island Arsenal, whether we use a forklift, laser cutter, painting equipment, computer keyboard, vacuum cleaner or hammer, no matter what your job is, contributes in some way to the success of our Soldiers and other military personnel. Every one of our over 65 tenant organizations, through their vital and unique missions, play an important role in preserving the peace and security of our Nation.

So I believe that we all need to be Army Strong. Each and every one of us needs to focus on improving our own mental, emotional and physical strengths. I have long been a believer and supporter of continuing education. I think everyone should grow intellectually, not only at work, but through some other type of study. Emotional strength comes from inner soundness, a balanced life, the support of

friends and loved ones and, for many, our spiritual beliefs. Physical strength comes from exercise, good nutrition, and generally taking care of our bodies. We need to take the time to take care of all of these important aspects of our lives.

The Arsenal has programs in place to keep us Army Strong. From our fitness center and walking and jogging routes; to leadership development programs, continuing education, and a wide variety of classes and lunch and learns; to support groups and our professional counseling services; the installation offers much to build our minds, bodies and spirits.

One specific health issue that continually comes to my attention is smoking. The Garrison receives more suggestions, complaints and Army Family Action Plan recommendations on this issue than any other. I encourage all smokers to “kick the habit” if you want to be truly Army Strong. However, if you are going to continue to smoke, then follow the installation’s rules: do not smoke within 50 feet of any building or in any other restricted areas, deposit your cigarette or cigar butts in the proper containers and do not move those containers closer than 50 feet to any buildings. All receptacles have been moved 50 ft. from the buildings. However, since smokers sometimes move them back, the garrison is in the process of marking the 50 ft. lines prominently to help smokers understand the boundaries. It is the responsibility of everyone on Rock Island Arsenal to enforce



**Alan G. Wilson**

these rules and to bring infractions to the smoker’s attention, or to the attention of your supervisor or to the smoker’s supervisor.

The Army’s mission is to preserve our peace and security at home and around the world. We are all here to ensure the success of that mission. If we all stay “Army Strong”, we will all be able to be more successful, at work, at home and at play.

And last, but not least, I would like to wish each and everyone of you a healthy, happy and safe Holiday Season!

Editor’s note: See the Army Strong stories below and on page 11 along with the poster on the back cover. For more information and to view the Army Strong video and the advertisements, go to the AKO homepage.

## U.S. Army Announces New ‘Army Strong’ Advertising Campaign;

National Advertising Began Nov. 9

The U.S. Army announced Oct. 9 the start of its communication and education efforts to assist the Army family to communicate to the Nation about Soldier’s skills, leadership, teamwork, and selfless service prior to the launch of a new Army advertising campaign. Army Secretary Dr. Francis J. Harvey unveiled the Army Strong campaign, a key component of the Army’s recruiting and advertising efforts, at the 2006 Association of the United States Army Annual Meeting in Washington, D.C.

“This morning we will launch our internal communications and education phase lasting several weeks until we formally launch the new advertising campaign on Nov 9,” Harvey said. “It is vitally important that the internal Army family understand and embrace this new campaign. I believe this campaign speaks to an essential truth of being a Soldier”.

The Army Strong campaign builds on the foundation of the previous recruiting campaigns by highlighting the transformative power of the U.S. Army. Army Strong captures the defining experience of U.S. Army Soldiers.



See Advertising Campaign on Page 11



# Rock Island Arsenal's Army Education Center

Army Education Center staff

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Many mistakenly believe that the wide variety of services provided by the Rock Island Arsenal Army Education Center, located in Building 56, are available only to our Soldiers. The center supports not only active duty Army personnel, but service members from all branches of the military in Illinois from Bloomington north to the Wisconsin border and in Iowa from the Illinois border west to Des Moines. The center also serves dependents, retirees, and civilian employees on the Rock Island Arsenal.

The staff provides education counseling and standardized testing, to include CLEP, ACT, and SAT. Many Soldiers and civilians are currently enrolled in on-line classes and other forms of distance learning. The staff is qualified to proctor the on-line or paper/pencil tests that are often required as a part of distance learning or certification classes.

Army Continuing Education System (ACES) also helps provide tuition assistance for all fulltime Soldiers located in Illinois, Iowa, Minnesota, and five counties of Missouri, including the greater St. Louis area. Soldiers are eligible to receive up to \$4,500 annually through the tuition assistance program.

Soldiers of this region also come to Rock Island Arsenal Education Center to take Army Personnel Tests. Do you speak Swahili? Recently, there have been some increases authorized for soldiers who test fluent in a foreign language. The monthly cap for this program has been increased to \$400 per language, with a maximum of \$1,000 per month for multiple languages.

## **“Can my spouse use my Montgomery GI Bill (MGIB) benefits?”**

Since July, 2006, the answer to that question is, “Yes.” A pilot plan initiated by Department of Army in July now allows for a spouse to use MGIB benefits under certain conditions. A Soldier who reenlists and serves in a critical skill area may be able to transfer MGIB education benefits. Additionally, Soldiers must have completed six years of service and be reenlisting for a minimum period of four years. The pilot program allows for transfer of 18 -36 months of unused MGIB entitlements to the spouse with the same rights and benefits the soldier would enjoy. The center can help Soldiers and their spouses with determining eligibility for these benefits.

For information about education, testing, or learning, call the Rock Island Arsenal's Education Center at (309) 782-2065 or visit their website at <http://riamwr.com/armyed.htm>.

## **Preventing Identity Theft: A Guide for Consumers**

The Department of Justice, the National Crime Prevention Council and ADT Security Services have created a booklet with tips to protect consumers against identity theft. With this e-mail message is the booklet as a .pdf file.

The booklet is available from [www.pueblo.gsa.gov](http://www.pueblo.gsa.gov) or you may call 888-878-3256.

# Value Engineering Goal Surpassed

By Jim Galusha

**RIA JMTC Value Engineering Program Manager**

Together, the Rock Island Arsenal Joint Manufacturing and Technology Center and the U.S. Army Garrison – Rock Island Arsenal achieved a total of \$3,004,000 in value engineering savings in fiscal year 2006, surpassing their \$1,135,000 goal by \$1,869,000.

Even though the RIA-JMTC and the Garrison split at the beginning of fiscal year 2004 when the Garrison went under operational control of the Installation Management Command (then the Installation Management Agency), they remain tied together financially. The majority of the Garrison's funding still comes from the Army Working Capital Fund via RIA-JMTC. This will continue until the financial split in fiscal year 2008 when the Garrison goes under full command and control of the Installation Management Command. IMCOM will then fund the Garrison base operations as it does its other installations, with direct appropriated funding.

Value engineering is defined as "an organized effort directed at analyzing the functions of equipment, facilities, systems, methods, procedures, paperwork, services, and supplies for the purpose of achieving the required function(s) at the lowest total cost of effective ownership, consistent with requirements for performance and essential criteria, such as quality, aesthetics, reliability, maintainability, safety, etc."

Four Garrison directorates: Community and Family Activities, Information Technology, Public Works and Resource Management; and the RIA JMTC submitted a total of 16 Value Engineering Proposals that were approved by the TACOM Life Cycle Management Command. Collectively these proposals resulted in the over \$3 million in savings. Projects included Garrison contract employment changes, upgrades in computer hardware and software system technologies, facilities improvements, the administration of the Army Suggestion Program within RIA-JMTC, and RIA-JMTC equipment system upgrades and production process improvements.

At press time the TACOM Life Cycle Management Command had not provided the 2007 fiscal VE goal. However, RIA-JMTC and the Garrison are already planning to meet and exceed whatever goal they receive.

Editor's note: For more information contact the RIA-JMTC VE Program Manager at (309) 782-3337 or visit the TACOM LCMC value engineering website at <http://valueengineering.tacom.army.mil>.

## EMPLOYEE SPOTLIGHT

### Jay Pienta

**Job Title:** Information Technology Specialist

**Length of federal service:** 28 years

**What do you like most about your job?**

As technology changes, so does the way we have to secure it. In my job equipment is constantly changing. It's a challenging job to try to keep up on all the training. It's not just the same thing we do day after day. Often times things change and we have to make sure we know the changes so we can get the information out to our customers. We have to make sure we know how to operate the equipment. That's the interesting part, it's always changing.

**What is one thing you want people to understand about your job?**

Years ago it used to be about protecting government secrets. Today it's about protecting information. People out there now are after personal information. We can have the greatest and newest equipment out there and the security principles to protect that information, but if people don't use them then there is no purpose. Bottom line is that we can supply all the technology to secure the information and equipment, but if people don't use it or use it properly it doesn't serve its purpose.

**What are your hobbies?**

Both my wife and I have been highly involved with our three kids' schools. We believe the more you're involved with the school system, the more you can possibly change. We're usually very busy with that.

**Family:** Wife, Sue, and three children.





# Rock Island Arsenal - E-41 Fire Department

By Valerie Buckingham

Whether it's a structure fire in Rock Island or a river run in Moline, the Rock Island Arsenal Fire Department is ready, able and willing to assist the communities with only a moment's notice. This willingness and positive attitude, along with a high skill level are a few things that factor into their success.

Being a firefighter, not only means putting out fires, but other skills and duties come with the title such as being a hazardous materials technician or a rescue technician. It's these skills and constant training that makes the department a valuable asset to not only the Arsenal, but the surrounding communities.

"We are centrally located and can benefit the communities around us through mutual aid," said RIA firefighter Jeff Moritz. "For us to go to the cities with the training we have, they know that they can trust us and utilize us however they need. We train with the other cities and they are an extended part of our family." Training is one thing that the department takes very seriously because it can make the

difference between life and death. With equipment and technology constantly changes, the department has to stay trained and knowledgeable of technology and they make sure everyone is trained and up to speed.

"If one guy has gone to receive specialty training he will come back and share what he's learned with the rest of us," Moritz said. "We train with each other and learn each other's techniques to be ready to respond at anytime."

Complacency is a firefighter's worst enemy according to RIA Firefighter-Paramedic Jim Crozier. Even for seasoned firefighters, like Crozier who has 26 years experience, getting back to the basics is beneficial.

"Training is useless if you don't share what you gained from it," he said.

The fact that the installation doesn't have very many fires can be attributed to the success of the fire prevention program.

"Federal regulation requires us to have a strict fire prevention plan and by working with employees, we do keep the fires down and that comes through our training also," Moritz said.

After working and training together for 24 hours at a time the fire department members are more than just co-workers, they're family. Being like a family and having a good working relationship adds to the success of the department according to Paramedic Brian Hansen.

"If we weren't dedicated and did not get along (with one another) we would not be proficient at our jobs and patient care would be not be at the top of the level like it is now," Hansen said.

"We have very well trained people and if we didn't get along and pass our knowledge (to others) it would affect our patient care."

That dedication is something that Joshua Fritz said you must have in order to be a successful firefighter. Fritz has only been a firefighter for three months, but said it's something he has always wanted to do and you have to really want to be a firefighter.

"It takes someone who is willing to sacrifice their time and give part of their life to a cause they believe in," he said.

"You have to want to help people."



Live burn training - with search and rescue techniques. Al Wilson the Garrison Manager participated in this training and was on the Interior crew by assisting with putting out the fire and assisting with the victim rescue.



Rock Island Arsenal firefighters enjoy supper with each other at the fire station. Firefighters work on 24-hours shifts and each firefighters gets his turn at cooking supper.

# WINTER DRIVING – THINK SAFETY

## Garrison Safety Office

Winter driving can be inconvenient, annoying and even infuriating, but you can offset those aggravations and minimize the special risks of winter driving through good preparation.

### KEY POINTS:

- Don't idle a cold vehicle's engine for a long time to warm it up – it could harm the engine. The right way to warm up a vehicle is to drive it.
- Give yourself plenty of time to get to where you are going.
- Ensure good visibility:
- In heavy snow, keep your lights on.
- Stop and clean your windshield and lights if necessary.
- Get off the road before you get stranded by worsening weather conditions.
- If you are stranded, remember hypothermia (rapid loss of body temperature) can happen to anyone! Stay in your car until help arrives.

### VECHICLE PREPARATION:

- Get an engine tune-up in the fall.
- Switch to winter-weight oil if you aren't already using all-season oil.
- Be sure all lights are in good working order.
- Have the brakes adjusted if necessary.
- Check your battery and voltage regulator for serviceability.
- Make sure your tires have plenty of tread wear remaining.
- Be sure all fluids are at proper levels.
- Check that your antifreeze is not only strong to prevent freezing, but fresh enough to prevent rust.
- Make sure your wiper blades are cleaning properly. Consider changing to winter wiper blades, which are made for driving in snow. They are covered with a rubber boot to keep moisture away from working parts of the blade.

### EQUIPMENT AND SUPPLIES

Here's what you'll want to keep in your car:

- Snow shovel.
- Scraper with a brush on one end.
- Serviceable tow chain or strap.
- Flashlight (with extra batteries).
- Abrasive material (cat litter, sand, salt).
- Jumper cables.
- Warning device (flares or reflective triangle).
- Empty coffee or similar type can containing candles, matches, etc.

### COFFEE CAN SURVIVAL KIT

Here's how to make your own:

#### Materials:

- 2-3 pound coffee can (punch 3 holes at the top of can, equal distance apart).
- 60 inch length of twine or heavy string (cut into 3 equal pieces – used to suspend can).
- 3 large safety pins (tie string to safety pins and pin to car roof interior to suspend can over candle).
- 1 candle 2' diameter (place on lid under suspended can for melting snow).
- 1 pocket knife, reasonable sharp (or substitute with scissors).
- 3 pieces of bright cloth 2' wide X 36' long (to tie to antenna or door handle).
- Several packets of soup, hot chocolate, tea, bouillon cubes, etc. (mix into melted snow to provide warmth and nutrition).
- 1 small package of peanuts (provides protein) & fruit-flavored candy.
- 2 packages of waterproof matches.
- 1 solar blanket or 2 large plastic leaf bags (to reflect body heat).

#### Assemble:

- Place the items above in the can.
- Place a stocking cap over the can and carry it in passenger compartment of car (not the trunk).
- You may want to increase the quantity of any item listed above or add other items you feel might be necessary, such as sleeping bags or blankets, mittens, boots, a radio, first aid supplies, etc.



# Installation Management Command-West activates

By Vicki Stapes

U.S. Army Installation Management Command-West Region

The U.S. Army Installation Management Command activated IMCOM-West Nov. 1, as it transforms to assure the world's best Army is supported by the world's best installations. IMCOM-West will oversee the management of more than 30 active and reserve Army installations in 26 states ranging from Ohio to the West Coast., to include Fort Leonard Wood.

The new region will rise from the merger of IMCOM's current NW Region, headquartered on Rock Island Arsenal, Rock Island, Illinois, and the Southwest Region, located at Fort Sam Houston, San Antonio, Texas. Both offices will continue to support Army garrisons as operations transition into IMCOM-West.

Secretary of the Army, Dr. Francis J. Harvey, approved Randall

Robinson, current Director of IMCOM's Northwest Region, as the first Director of IMCOM-West Region.

Robinson will lead IMCOM-West as it strengthens critical programs to optimize garrison resources, protect the environment, and enhance the well-being of the Army community while supporting commanders in the performance of their tactical and strategic missions to generate, project and sustain Army forces.

The merger of the Northwest and Southwest Offices to IMCOM-West at Fort Sam Houston will be accomplished over the next two years in accordance with the 2005 Base Realignment and Closure process and applicable personnel policies.

A ceremony recognizing activation of IMCOM-West will take place at Fort Sam Houston on Nov. 21.



Lt. Gen. Robert Wilson, center, and Command Sgt. Maj. Debra L. Strickland, right, unfurl the new Installation Management Command flag at the activation ceremony held Oct. 24 at the Pentagon. Wilson became IMCOM commander at the ceremony. New flags for the Army Environmental Command and Family and Morale, Welfare and Recreation Command also were unfurled. AEC and FMWRC are subordinate commands of IMCOM. (Photo by Stephen Oertwig)

## Our Armed Forces Recreation Award Winners

By Carrie Pollard Community and Family Activities

In September 2006, the National Recreation and Park Association honored the people and organizations that contribute to the recreation of active duty personnel, retirees, families and civilians associated with our armed services. The U.S. Army Garrison - Rock Island Arsenal was fortunate to have two award winning customer service representatives. Henry Rangel and Eric Leffler both received the Front Line Award for exceptional customer service.

The award was given to Henry and Eric for their commitment to their programs and to their customers, as well as for their knowledge, team work and attitude regarding the program they represent and the customers they serve.



Henry Rangel has been a dedicated employee of the Rock Island Arsenal Fitness Center, Building 67 for 13 years. "I love my customers," Henry said, "and being of service to the military." When asked his about his favorite part of his job he added "helping and learning about the people I see everyday."



Outdoor Recreation's Eric Leffler was also acknowledged by the NRPA for his commitment to customer service. Eric's six years of customer service have been critical to the success of the Outdoor Recreation. Loving the outdoors, kayaking, hiking and camping gives Eric an ability to relate to his Outdoor Recreation customers and offer them one-of-a-kind service.

***The ROCK congratulates Eric and Henry  
for their commitment to customer service and outstanding performance.***





Continued from Page 2

The system uses a clean agent which looks, feels and moves like water but does not damage like water. The clean agent, 3M Novec 1230 Fire Protection Fluid, is environmentally friendly, safe for human occupancy and extinguishes fire quickly and efficiently.

Developed as an alternative to Halon 1301, Novec 1230 is colorless, low odor, contains no particles and leaves no oily residues. The fluid evaporates 25 times faster than water making it safe for electronics, paper, photographs and artifacts. It has an atmospheric lifetime of only five days (compared to 33 years for the closest chemical alternative), a zero ozone depletion factor and a very low global warming potential.

Customized for each location, the Sapphire system is comprised of one or more steel holding tanks connected to a system of pipes. The nitrogen-pressurized holding tanks vary from 20 to 850 pounds and are fitted with specially designed valves which allow the Novec 1230 to discharge within 10 seconds. Novec 1230 is discharged as a gas which temporarily lowers the temperature in the room and gives the appearance of a fog. The gas vapor extinguishes the fire via a cooling

effect and not by the displacement of oxygen making it safe for occupied areas.

The design of the system is dependent upon a location's blueprint. The Sapphire system installed at the Rock Island Arsenal Museum's Resource Center provides coverage for approximately 3,000 square feet. Two 450 pound tanks, each filled with 630 pounds of Novec 1230, are connected to a grid of overhead pipes, valves and sensors. The system's effectiveness is dependent upon the size of the system in relation to the size of the room. An airlock entry and four self-closing fire doors were installed during construction to provide a sealed space to help guarantee the system's extinguishing potential. Although the cost of the Sapphire system is more than a traditional fire suppression system, the preservation of irreplaceable archives is invaluable. The Rock Island Arsenal Museum's archives are now fully protected and preserved for years to come.

Note: The museum is open Tuesday through Sunday 10:00 a.m. to 4:00 p.m. The resource center is open Tuesday through Friday, 8:00 a.m. to 4:00 p.m.



## CFC Chili Cook-Off

The Garrison sponsored an all island CFC Chili Cook-off that was held Thursday, Nov. 16 at the Fire and Police Station. Over \$700 was raised.

**The winner of the cook off was...Jeff Masser**



# Going on Leave / Pass / TDY? - Are You At Risk?

By Garrison Safety Office

It's a horrible job telling a family that their soldier is dead. It's even more sobering when it happened in a POV. Last year alone the Army lost a soldier every 32 hours as a result of accidents.

To better prepare you for the road ahead, the U.S. Army Combat Readiness Center (CRC) has developed the Army Safety Management Information System POV Risk Assessment Tool (ASMIS-2).

This POV Risk Assessment is a mission planning tool and your drive is your mission. Will this program prevent you from having an accident? NO! This assessment is designed to reinforce common sense driving such as; staying alert, not drinking, getting adequate sleep, wearing your seatbelt, and slowing down. You will also read true accident stories that happened to real soldiers — just like you driving home on leave.

Soldiers are required to complete the ASMIS-2 Risk Assessment Tool for all planned trips outside the immediate local area when going on leave, pass or TDY and will be operating a motor vehicle. It will help the Soldier plan the trip, and present hazards that have been identified through accident investigations of similar trips and offer controls to mitigate the known hazards. The tool promotes leader – soldier interaction with the intent of getting the Soldier safely to his/her destination and back. The ASMIS-2 tool is the most comprehensive trip planning tool available for the Army and will be used whenever available.

The POV Risk Assessment Tool can be assessed on the USACRC website at <https://crc.army.mil/home/>. Just select the "POV Assessment Tool" under the Assessment Tools option.

**So do your part.** Please fill out the POV risk assessment and have your supervisor review it. Be aware of driving risks and take the appropriate actions.



## A new Garrison initiative – the Community Mayoral Program

The ROCK staff

The Garrison established the Installation Community Mayoral Program on the Arsenal at the Resident/Installation Townhall May 8. It is a new initiative from the Garrison Manager designed to enhance the quality of life of military personnel and their families through open communication between the Garrison and its military community.

Originally, two mayors were selected by Alan Wilson, Garrison Manager, on May 26. They had their first meeting June 1. Barb Rew was selected for the Rodman housing area and Susan Hewitt for the Riverview housing area.

Subsequently, Mrs. Hewitt had to leave that post because she and her husband moved their family off of the installation. The program is actively seeking a volunteer to fill the vacancy.

It is recommended that anyone interested in volunteering to be a mayor be a resident of the Rock

Island Arsenal and have at least one year remaining. Other qualifications include a desire to improve the community, effective communication and diplomatic skills, and a willingness to gain knowledge of community programs. An application is available on the website.

The Community Mayors serve as liaisons to their military communities by disseminating important information to residents, bringing community concerns and recommendations to the immediate attention of the Garrison Manager, and by developing and implementing social activities.

The enhanced lines of communication allows the Garrison Manager to respond quickly to the needs of the military community and provide the specific services that better serve them.

Some of the innovations resulting from the program include the publishing of a newsletter, available on the Community Mayor Program website, with timely information and personal welcoming of new residents, according to Rew.

"The Mayor Program is a way to get the residents to get to know one another. We would like to see the families gather for picnics and get

together a couple times a year," said Rew. "I am currently planning a Holiday Potluck for Dec 9."

John Curry, Deputy Garrison Manager, believes that the mayor needs to be in a position to bring people together. "The purpose of the mayor is to facilitate communication and to be the bearer of good news," he said. "The mayor should not be there solely for complaints."

Since the program has only been in existence for a few months, Curry believes it's too early to tell whether or not it has been a success. "It's off to a good start," he said. One of the challenges he sees is keeping the mayor's positions filled. "Since Mrs. Hewitt left, Mrs. Rew has been mayor of both neighborhoods," he said. There is a total of 54 quarters on the installation. "Continuity, because of military rotations, could be a problem."

Curry stresses that volunteers are very important to the program. For more information about the program, to get a newsletter or an application to volunteer, see Community Mayor Program website @ <http://www.ria.army.mil/sites/services/soldier.asp> or call (309) 782-4797.



# The making of Army Strong

By Col. Thomas Nickerson, U.S. Army Accessions Command

WASHINGTON (Army News Service, Nov. 9, 2006) - The Army's new advertising campaign will begin with the launch of three television ads Nov. 9, just before Veterans Day.

"Army Strong," a 30- and 60-second English-language spot, showcases powerful images from the lives of Soldiers. "Interview," a 30-second English-language spot, and "Entrevista," a 30-second Spanish-language spot, feature the story and transformation of a Soldier through his and his parents' own words.

Army Strong is inspired by the heart of the Army: the Soldier, according to Jonathan Cranin, creative director for McCann Worldgroup, the Army's marketing communications agency.

To identify the defining character of today's Soldiers and the

motivations of tomorrow's Soldiers, McCann Worldgroup held in-depth research among future Soldiers and their influencers, and interacted with hundreds of current Soldiers. The creative team also took part in a three-day mini basic combat training at Fort Jackson, S.C.

"This allowed us, if only for 80 hours, to stand in the boots of American Soldiers," said Cranin, who said those experiences led to the naming of "Army Strong" as the theme for the new ads.

"Army Strong tested extremely well in research, garnering some of the most positive feedback among prospective Soldiers that the Army has seen in years. The feedback was that this campaign - this brand of strength - provided a powerful and distinctive insight into what the Army offers its Soldiers," Cranin added. All uniformed Soldiers in the new ads are real Soldiers.

"No actor could ever authentically convey the power and intensity of an Army Strong Soldier," said Cranin. "That's why every Soldier featured in

the new Army Strong advertising campaign is an actual Soldier. While the spots include leading-edge technology and equipment, the focus is on the experiences of Soldiers."

The ads were shot during 14 days of casting calls and in-person interviews with hundreds of Soldiers at Fort Riley, Kan.; Fort Lewis, Wash.; and Camp Pendleton, Ca. Soldiers appearing in the ads were chosen to best represent the careers, skills, experiences and cultural diversity that comprises today's Army, Cranin said.

The original musical score in the ads includes undertones from the 29-member Soldiers Chorus of the U.S. Army Field Band, and is the work of Mark Isham.

The ads were directed by Samuel Bayer, who has produced videos for such artists as Green Day, Rolling Stones, Aerosmith, Sheryl Crow and Metallica. He has also created advertising campaigns for Nike, Coke, Pepsi, Nissan, Lexus and Mountain Dew.

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"Army Strong is a strength personified by every U.S. Army Soldier - Active Duty, Army Reserve, National Guard, Cadet and Retired," said Lt Gen. Robert Van Antwerp Jr., commander US Army Accessions Command. "This campaign will show Americans that there is strong, then there's Army Strong. I am both inspired and confident that the campaign will build on the positive momentum within our recruiting program."

Army Strong was developed to specifically address the interests and motivations of those considering a career in the U.S. military. The campaign also speaks to those who understand and support the decision of a family member, friend or employee to serve.

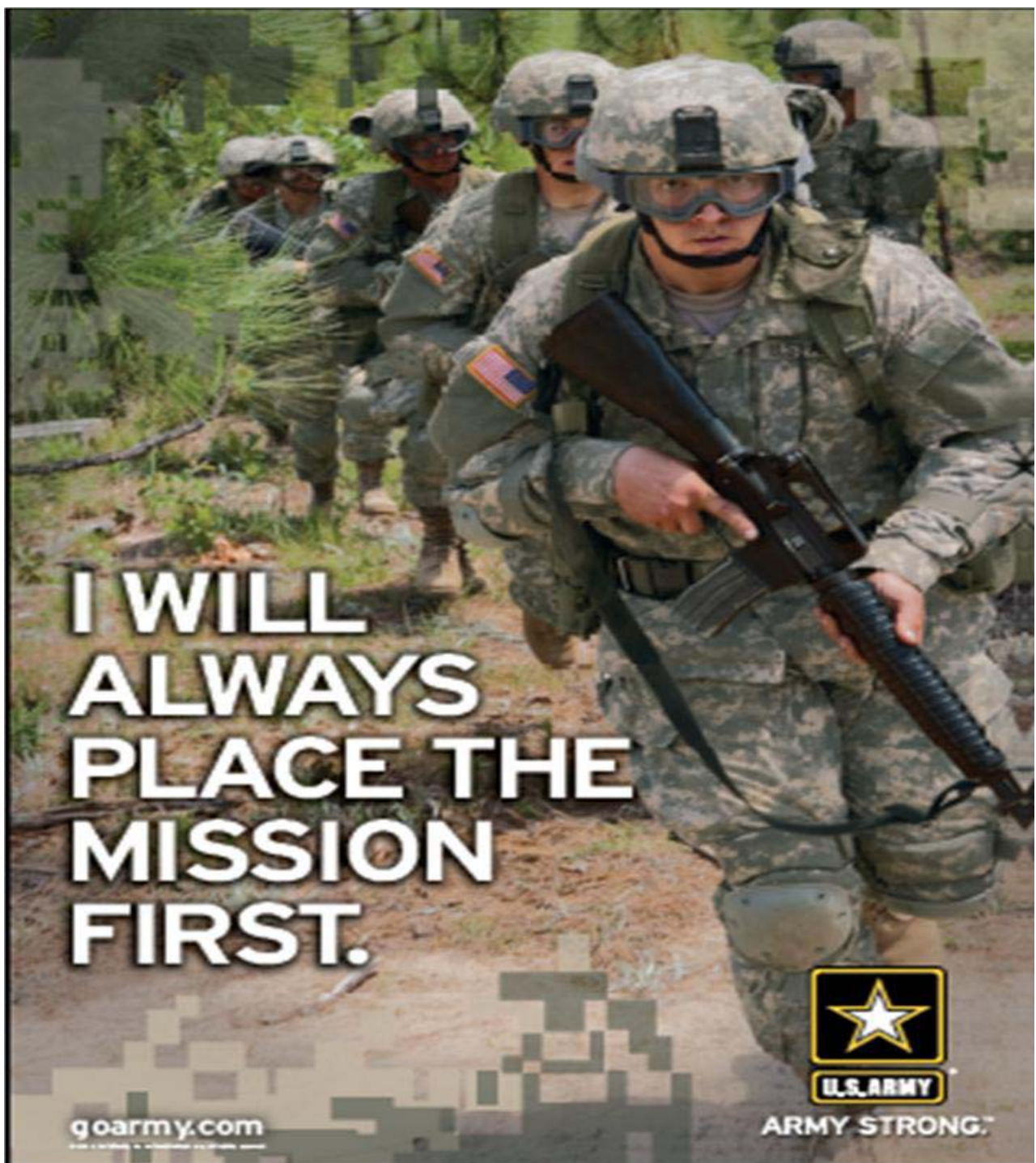
A national advertising campaign for the Army Strong message was launched Nov. 9 and will initially involve television, radio and online spots as well as an updated [www.goarmy.com](http://www.goarmy.com) Web site. Print ads are scheduled to begin running in January 2007. The ads will be directed to media that appeals to young adults.

Army Strong is the creation of the McCann Worldgroup, the U.S. Army's marketing communications agency. McCann Worldgroup was retained Dec. 7, 2005, after a competitive review of potential agency partners. To develop the campaign, McCann conducted extensive research among prospective soldiers and their influencers, and interacted directly with hundreds of

Soldiers. "This is a campaign informed by research, and inspired by Soldiers," said Eric Keshin, McCann Worldgroup's worldwide Chief Operating Officer and Regional Director-North America.

A preview of the campaign and information is available to all Soldiers and their families at [www.us.army.mil](http://www.us.army.mil). Additional details about the Army Strong campaign will be announced when the ads began airing Nov. 9.





### **Holiday Closures:**

**Auto Skills Shop will be closes the following dates:**

**Saturday, Dec. 23,  
Monday, Dec. 25,  
Saturday, Dec. 30,  
Monday, Jan. 1**

**CYS will be closed the following dates:**

**Monday, Dec. 25,  
Monday, Jan. 1**

**The Fitness Center will be closed the following dates:**

**Monday, Dec. 25  
Monday, Jan 1**

**The RIA Museum will be closed the following dates:**

**Sunday, Dec. 24,  
Monday, Dec. 25,  
Monday, Jan. 1**